

**AGENDA ITEM III C**

**BATON ROUGE COMMUNITY COLLEGE**

**PROPOSED NEW ACADEMIC PROGRAM**

**ASSOCIATE OF SCIENCE IN BUSINESS**

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### **PROPOSED NEW ACADEMIC PROGRAM**

#### **ASSOCIATE OF SCIENCE IN BUSINESS**

##### **BACKGROUND INFORMATION**

The proposed program would replace the current transfer route for students who begin their studies at BRCC, which is to complete the Associate of General Studies (AGS) degree with a concentration in business, an approach which is confusing for students and is not readily identified as a transfer business degree. Many students enroll in the A.A.S. in Business Technology program at BRCC which is a terminal degree for students desiring training for entry into the workforce thinking that courses will transfer. Because the proposed program will offer curricula tailored for student transfer, the number of students completing a degree at BRCC is expected to increase.

##### **STAFF SUMMARY**

###### **1. Description**

Since the proposed program is designed as a transfer degree, specific curricula have been developed for sixty hour transfer to LSU A&M, SU A&M and Southeastern Louisiana University, the proximate institutions most likely for transfer. A “two plus two” agreement has been established with Southeastern; BRCC personnel are pursuing articulation arrangements with LSU and SU. Representatives from both universities will be invited to hold information sessions at BRCC in the fall. However, it is possible that no agreement will be forthcoming from the College of Business at LSU, which does not guarantee acceptance for a transfer student, even though he or she may meet all of the requirements. Students will be advised according to their intended four-year school prior to admission, at orientation, and before registration periods. Handouts are being prepared delineating which courses should be taken for transfer to the three proximate institutions.

All sixty-three hours of courses required for the proposed program are currently offered by existing faculty at BRCC.

###### **2. Need**

A transfer degree in business is considered a standard offering at community colleges. BRCC will be the only State-supported institution in the Baton Rouge area offering an A.S. in Business. In the southern portion of the State, only Delgado Community College (DCC) in New Orleans and South Louisiana Community College (SLCC) in Lafayette offer associate level programs in business. It is unlikely that BRCC would compete with either DCC or SLCC for students for the proposed program.

### **3. Students**

Because the Associate of Science in Business is proposed as a replacement for the Associate of General Studies - Business Concentration, the number of students completing the existing program, shown in the chart below, can be used to project the number of graduates for the ASB.

| <b>AGS-Bus</b>   | <b>AY 2002-03</b> | <b>AY 2003-04</b> | <b>AY 2004-05</b> | <b>AY 2005-06</b> | <b>AY 2006-07*</b> |
|------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| <b>Graduates</b> | 20                | 14                | 39                | 48                | 32                 |

\* spring semester only

Based on these numbers, BRCC anticipates a minimum of twenty-four to thirty ASB graduates per year.

### **4. Faculty**

One full-time faculty with a doctoral degree in economics and several adjunct faculty teach the business courses at BRCC. The staff notes that it is imperative that all full-time and/or adjunct faculty meet AACSB qualifications to avoid any questions regarding the appropriate transfer of Business courses from BRCC to any four-year institution.

The institution does not anticipate that additional faculty will be needed in the foreseeable future.

### **5. Library and Other Resources**

Access to an electronic library through LOUIS, the Louisiana Library Network is available at BRCC. Present library holding in business are adequate for initiation and maintenance of the ASB program. No new library expenditures are anticipated.

### **6. Facilities**

All classes for the proposed program are presently offered in classrooms or laboratories at BRCC, where current faculty have offices. No additional facilities will be needed.

### **7. Administration**

Business faculty report to the Dean of the Division of Business and Technology at BRCC. Implementation of the proposed program will not affect the administrative structure of the institution.

### **8. Accreditation**

The institution indicates that it is seeking accreditation by the Association of College Business Schools and Programs (ACBSP), the specialized accrediting agency which is recommended by Academic Affairs Policy 2.13 for two-year business programs. No time-line for achieving ACBSP approval was given.

## **9. Costs**

Implementation of the ASB program is not expected to change the annual operating expenses for the Division of Business and Technology.

### **STAFF ANALYSIS**

A transfer degree for business students to facilitate articulation with four-year schools is needed in the Baton Rouge area.. Specific curricula have been developed for each of the proximate universities; students will be advised according to their stated transfer institutions. Courses, faculty and facilities are in place. No administrative changes or additional costs are anticipated. Program accreditation is anticipated, but no timeline for attainment of such was provided. It is particularly important that BRCC pursue articulation agreements with the LSU A&M and SUBR. The staff expects good faith negotiations will occur to effect these needed and beneficial agreements.

The staff recommends, therefore, conditional approval with a stipulation for submittal of a progress report addressing the two unresolved concerns mentioned above.

### ***STAFF RECOMMENDATION***

***The staff recommends that the Academic and Student Affairs Committee grant conditional approval for the Associate of Science in Business (CIP Code 520101) at Baton Rouge Community College, effective immediately. By January 1, 2007, the College shall submit a progress report to the Commissioner of Higher Education documenting efforts to establish articulation agreements with the Colleges of Business at LSU A&M and Southern University A&M, as well as a time line for achieving program accreditation from Association of College Business Schools and Programs.***